

6. 2006SP-152-003

NOLENSVILLE ROAD AUTOMART (AMENDMENT #2)

Map 119-09, Parcel(s) 042, 062-063

Council District 16 (Tony Tenpenny)

Staff Reviewer: Duane Cuthbertson

A request to amend the Nolensville Road Automart Specific Plan District for properties located at 2721 and 2725 Nolensville Pike and at 2722 Grandview Avenue, at the northwest corner of Nolensville Pike and McClain Avenue (0.82 acres), to allow for one 25 foot tall pole mounted on-premise sign and to allow for the existing monument sign and building sign to remain, requested by Ronald J. Haislip and Alfred J. Haislip, owners.

Staff Recommendation: Disapprove

APPLICANT REQUEST

Allow for one 25 foot tall pole mounted on-premise sign in addition to an existing monument sign and building sign.

SP Amendment

A request to amend the Nolensville Road Automart Specific Plan District for properties located at 2721 and 2725 Nolensville Pike and at 2722 Grandview Avenue, at the northwest corner of Nolensville Pike and McClain Avenue (0.82 acres), to allow for one 25 foot tall pole mounted on-premise sign and to allow for the existing monument sign and building sign to remain.

Existing Zoning

Specific Plan – Auto (SP-A) is a zoning District category that provides for additional flexibility of design, including the relationship of streets to buildings, to provide the ability to implement the specific details of the General Plan.

Proposed Zoning

The amendment would allow an on-premise pole mounted ground sign in addition to originally approved signage on the property.

CRITICAL PLANNING GOALS

N/A

SOUTH NASHVILLE COMMUNITY PLAN

Mixed Use in Community/ Corridor Center (MxU in CC) is intended for dense, predominantly commercial areas at the edge of a neighborhood, which either sits at the intersection of two major thoroughfares or extends along a major thoroughfare. This area tends to mirror the commercial edge of another neighborhood forming and serving as a “town center” of activity for a group of neighborhoods. Appropriate uses within CC areas include single- and multi-family residential, offices, commercial retail and services, and public benefit uses. An Urban Design or Planned Unit Development overlay district or site plan should accompany proposals in these policy areas, to assure appropriate design and that the type of development conforms with the intent of the policy.

The policy specifically **encourages signage along Main Streets to be pedestrian-scaled**. Signage may be located on the building façade, attached to the façade but overhanging the sidewalk, or may be part of an awning above the ground floor windows.

Consistent with Policy?

No. A 25 foot tall pole mounted ground sign is not considered pedestrian-scaled as encouraged by the policy. The SP was established in 2007 to enable expansion of an existing auto use. The SP intended to ensure the continuation of the auto use on the redeveloping Nolensville Road corridor in a manner consistent with the land use policy. The policy envisions new development and/or redevelopment of lots on the corridor at a pedestrian scale. Streetscape improvements have been installed along this portion of the Nolensville Road to support the goals outlined in the policy.

ANALYSIS

The Nolensville Road AutoMart SP was approved in January, 2007 with the following condition:

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"The monument signage shown on the site plan shall be the only free standing signage. Any additional signage shall be on the face of the building. Pole-mounted signs shall not be permitted."

The subject property currently contains an approved 32 square foot monument sign at the southeast corner (intersection of Nolensville Road and McClain Avenue) as well as an approved 2 foot X 10 foot sign on the east face of the building fronting Nolensville Road. The subject property also contains signage on the face of the existing knee wall on Nolensville Road however the applicant has been informed that the SP does not permit the knee wall signage and he has indicated that that signage would be removed.

The applicant proposes to remove the SP's prohibition on pole mounted signs to establish one 25 foot tall pole mounted ground sign as shown in the attached exhibit. The sign would be located near the driveway at the center of the frontage along Nolensville Road. The sign would include two displays, a principal identifying logo sign and a message board with less than 140 square feet of area and 40 square feet of area respectively. The proposed sign would be internally illuminated.

Three auto-use SPs have been approved along Nolensville Road in addition to the Nolensville Road AutoMart SP. All three other SPs were approved with sign standards similar to the subject SP specifically prohibiting pole mounted wall signs.

PUBLIC WORKS RECOMMENDATION

All signage, proposed and existing, should meet the requirements for sight distance.

STAFF RECOMMENDATION

Staff recommends disapproval. The request to allow a 25 foot tall pole mounted sign on the property is inconsistent with the Mixed Use in Community/ Corridor Center policy.

Mr. Haynes out at 5:30.

Mr. Cuthbertson presented the staff recommendation of disapproval.

Mr. Haynes in at 5:33

Jordan Haislip, applicant, spoke in support of the proposal.

Councilmember Tenpenny spoke in support of the proposal.

Mr. Haynes moved and Dr. Cummings seconded the motion to close the Public Hearing. (8-0)

Mr. Haynes spoke in support of the proposal.

Mr. Adkins spoke in support of the proposal, noting that this would be an improvement and is very appropriate to the area.

Councilmember Claiborne inquired if the height is consistent with other pole signs in the area.

Mr. Bernhardt stated that staff will work with the applicant to ensure consistency.

Councilmember Claiborne moved to approve with a condition that the sign be consistent with other pole signs in the area and that staff will work with the applicant to determine consistency.

Mr. Gee spoke in support of staff recommendation and stated that if this is allowed, we are opening the door.

Mr. Adkins seconded the motion. (6-1-1) Mr. Gee voted against and Mr. Clifton abstained.

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Mr. Clifton left at 5:53 p.m.

Resolution No. RS2012-221

"BE IT RESOLVED by The Metropolitan Planning Commission that 2006SP-152-003 is **Approved with a condition that the sign be consistent with pole signs in the area, particularly with respect to height, and that staff will work with the applicant to determine consistency. (6-1-1)**

Approve with a condition that the sign be consistent with pole signs in the area, particularly with respect to height, and that staff will work with the applicant to determine consistency with the policy.